

# Cisco reaches its e-commerce audience on the first click after dynamically localizing messaging in 20 different languages.



San Jose, CA  
[www.cisco.com](http://www.cisco.com)

Industry:  
Computer Networking

Employees:  
68,050 (2008)

Equilibrium Products:  
MediaRich Server

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1.866.378.4542  
[www.equilibrium.com](http://www.equilibrium.com)

## The Problem

Cisco was using a manual workflow to create, update and deploy graphics, section headers and navigational elements for every page in every language on their web site – Cisco Connection Online (CCO). These time-consuming manual, repetitive tasks delayed content publishing, product announcements and offers. In addition, hundreds of thousands of content objects and media assets required management and storage.

## The Challenge

As the worldwide leader in networking for the Internet, brand integrity and timeliness was critical. The Cisco Connection Online (CCO) primary function was to be the resource for Cisco product information, support, education and resources to not only external customers but also partners and employees worldwide.

CCO is not just a site – it is one of the largest e-commerce sites in the world with 800,000 pages, 13.5 million content objects and over 130 million monthly page views. Over 90% of Cisco's business is conducted on the site.

## Our Approach

Equilibrium worked with Cisco to address the technical and workflow issues that required consideration including:

- Functional templates
- Automated production workflows
- Technology that seamlessly worked with the existing infrastructure and third (3rd) party tools
- Reduced costs and manpower tasks
- Accelerated publishing

Using Equilibrium's MediaRich Server allowed Cisco to easily add a scalable solution that leveraged their existing technology investments. The solution improved content workflow and publishing while reducing production and maintenance costs.

## The Solution

Cisco chose MediaRich to integrate with its content management systems and localization engines to deliver web site text and images in the local language targeted to each specific region served. MediaRich templates all the graphical content. Initially section headers, product images, product

"By templating our media assets and navigational elements with Equilibrium's MediaRich, our Web team can update content areas more rapidly, as well as control the presentation of our brand assets throughout the site in multiple languages,"

Deborah Nagai, Cisco Systems.

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titles and navigational objects were created and deployed. The goal was to develop a simple automated workflow for creating and deploying new content and updates dynamically.

By integrating MediaRich's support for Unicode international character sets with the content management infrastructure and third party translation software, the Cisco Web Team was able to define templates that could generate and deploy text graphics for navigation for 800,000 pages in 20 different languages.

As a result of sending translation requests to the translation software, the content management application retrieves translated text and dynamically presents this as a MediaRich image, text graphic or navigational element in the appropriate language on the fly.

The integration between the translation software and Cisco's MetaData Framework is executed by accessing the translation API exposed over HTTP from custom content management scripts and functions.

The combined integration provides a complete solution whereby the number of visual assets to be created, managed and stored is reduced dramatically. The improved look and feel of the site in each local form not only became more consistent, but improved brand integrity across the board.

## The Technology

The patented MediaRich URL-based methodology, Microsoft.NET Web service and COM application programming interface (API) enable seamless and straightforward integration with application servers, asset management systems, content management and delivery networks, databases and stand-alone applications.

Image editing and other production tools provide additional value to simplify users' ability to execute projects easily within one familiar system.

Equilibrium's MediaRich technology enables on-demand zoom and pan on any original asset MediaRich can handle, including documents, images, CMYK files, video frames (SD and HD), etc. The tedious investment in pre-processing tools to create tiled or proprietary formats is eliminated. This patented single-source on-demand solution delivers personalized viewing experiences. Almost every available file format is supported, and with the multi-page sonic flash zoom the client-side resizable viewing capability allows smart recognition of screen size for any browser that has Flash installed. The easy to integrate server solution for in-page and multi-page pan and zoom allows any video frame on-demand from a web or other selected interface to be resized and scaled appropriately.

MediaRich's patented system for transforming and delivering media to any distribution channel on demand – web server cache, website, wireless, IPTV, and other devices – also provides bandwidth dependant optimization further eliminating the need for other third party plug-ins along the workflow.

Equilibrium's end to end automation system allows high quality imaging requests which can be prepared, delivered and automatically tracked so designers and architects don't have to.

Equilibrium's MediaRich server-based software automates repetitive image production and enables multi-channel delivery of digital assets through rich-media templates. The dynamic imaging integration helps reduce the time and costs required to generate, modify and deploy digital images text graphics and branded assets.

### The Results

The Cisco Connection Online (CCO) now delivers 800,000 pages in 20 languages dynamically.

MediaRich not only enabled Cisco's Web Team to efficiently implement a standard look and feel for consistent branding to meet Cisco's new Publishing Standard requirements but also provides an ongoing automated workflow for content delivery and updates world-wide.

The number of visual assets to manage and store is now manageable. The MediaRich Server scalable solution leverages the existing content management investments including a proprietary MetaData Framework run on a Sun Solaris platform, third-party translation software and more. The cost savings of removing manual tasks; cost avoidance and delay to market generated a positive ROI.

In less than one click, Cisco can deliver targeted images and messaging localized to the audience who is requesting it.

### About Cisco

Cisco (NASDAQ: CSCO) enables people to make powerful connections-whether in business, education, philanthropy, or creativity. Cisco hardware, software, and service offerings are used to create the Internet solutions that make networks possible - providing easy access to information anywhere at any time. Cisco was founded in 1984 by a small group of computer scientists from Stanford University. Since the company's inception, Cisco engineers have been leaders in the development of Internet Protocol (IP)-based networking technologies. Today, with more than 67,647 employees worldwide, this tradition of innovation continues with industry-leading products and solutions in the company's core development areas of routing and switching, as well as in advanced technologies.

### About Equilibrium

Founded in 1989, Equilibrium develops and markets automated imaging technologies that save time and money in digital media production. Equilibrium solutions are used by industry leaders in multi-channel retail, manufacturing, publishing, healthcare, financial and entertainment. MediaRich powers some of the largest B2B portals, web 2.0 infrastructures and websites in the world. MediaRich customers include Cisco, Disney, E! Entertainment, Netshops, Omnicom Media Group TMV, and Sony.

For more information and software trial: [www.equilibrium.com](http://www.equilibrium.com) or 1-866-EQUILIB.

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